

Student Travel

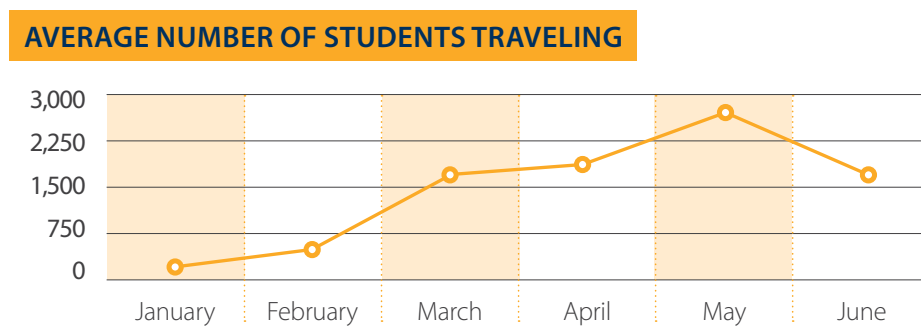
BUSINESS BAROMETER EXECUTIVE SUMMARY

Student Travel Business Barometer is the only data resource of its kind for domestic and international student group travel.



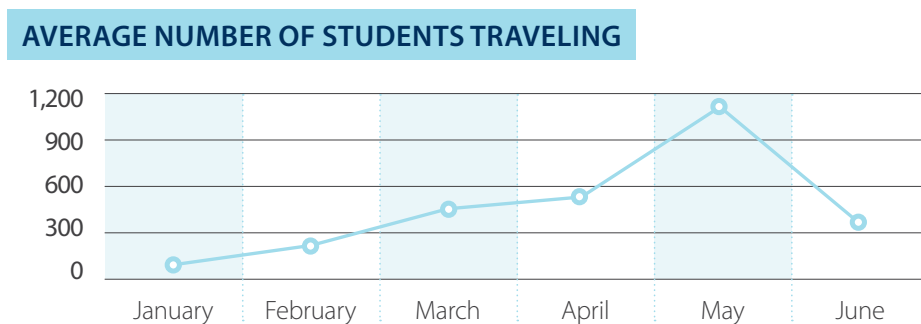
Key Performance Indicators

Domestic travel



Q1 FACTS MORE THAN HALF OF RESPONDING TOUR OPERATORS AND AGENCIES (54%) REPORTED INCREASES IN THE NUMBER OF STUDENTS TRAVELING IN Q1 2019 WHEN COMPARED TO Q1 2018.

International travel



Q2 FACTS DESPITE THE DECREASE IN NUMBER OF STUDENTS TRAVELING INTERNATIONALLY DURING THE MONTH OF JUNE, THEY OPTED TO STAY LONGER IN THEIR DESTINATION COUNTRY FOR GREATER EXPOSURE AND LEARNING.



About the Student & Youth Travel Association

SYTA (www.syta.org) is the non-profit, international professional trade association that promotes student and youth travel and seeks to foster integrity and professionalism among student and youth travel service providers. SYTA is "The Voice of Student and Youth Travel".

BONARD

About BONARD

BONARD (www.bonard.com) is an independent market research provider with 12 years' experience in the student travel industry. Leveraging evidence-based solutions, it assists governments, destinations, and individual providers to create bespoke strategies and policies. The company is a United Nations World Tourism Organization (UNWTO) Affiliate Member as well as a member of ESOMAR World Research.

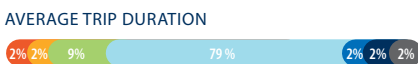
Key Performance Indicators

Domestic travel

Q1 Change in indicators Q1 2019 vs Q1 2018
Percentage of Tour operators seeing the following development



Q2 Change in indicators Q2 2019 vs Q2 2018
Percentage of Tour operators seeing the following development

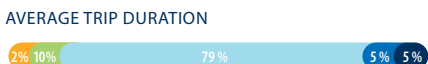


- Increased by more than 20 %
- Increased by 11 % - 20 %
- Increased by 1 % - 10 %
- No change
- Decreased by 1 % - 10 %
- Decreased by 11 % - 20 %
- Decreased by more than 20 %

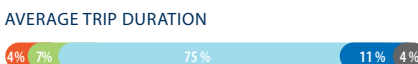
Note: The percentage represents the number of respondents selecting a specific option – e.g., 19% of respondents registered the number of students increasing by more than 20% when comparing Q1 2019 to Q1 2018. The 2018 data were provided by respondents.

International travel

Q1 Change in indicators Q1 2019 vs Q1 2018
Percentage of Tour operators seeing the following development



Q2 Change in indicators Q2 2019 vs Q2 2018
Percentage of Tour operators seeing the following development



- Increased by more than 20 %
- Increased by 11 % - 20 %
- Increased by 1 % - 10 %
- No change
- Decreased by 1 % - 10 %
- Decreased by 11 % - 20 %
- Decreased by more than 20 %

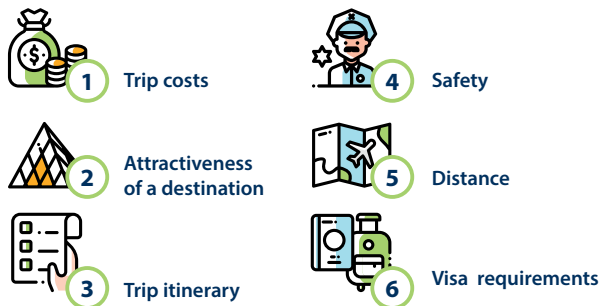
Note: The percentage represents the number of respondents selecting a specific option – e.g., 19% of respondents registered the number of students increasing by more than 20% when comparing Q1 2019 to Q1 2018. The 2018 data were provided by respondents.

Trending in Student Group Travel

Each quarter looks at a specific aspect of the global student travel

Safety

Importance of Safety in Trip Choice



Technology

Role of Technology in Student Travel

How important do you think is the role of technology in establishing and maintaining communication between your organization and the students?

